

The Lord Mayor's School Starters Picnic in the Park

DATE: Saturday, October 25, 2025
LOCATION: Wollongong, New South Wales, AU

Event Description

The Lord Mayor's School Starters Picnic in the Park is a premier festivals event in Wollongong. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: festivals

Importance Rank: 40/100

Expected Attendance: 334 people

Event ID: Hxk7g74WyC4s9n4M6j

Hotel Demand Indicators

ADR Impact Index: 4.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 134 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/the-lord-mayors-school-starters-picnic-in-the-park>

Document generated on 6/4/2026, 4:17:34 PM